



Creative, Brand & Experience Focus

An experienced creative professional with a focus on brand alignment, user experience, and intentional delivery. 20+ years in fast-growing organizations. Holding creative problem-solving skills, strong judgment, and hands-on capability to work that needs precision and scalability. Comfortable shifting between strategy and hands-on execution, depending on what the work actually needs.

RECENT EXPERIENCE

Sep 2025 - Present



Jake Nothing

Creative Director, Art Direction and Brand Development (Contract)

Stepped in as senior creative support for a founder-led organization during a fast-moving period of execution, shifting priorities, and active brand build-out. Operated hands-on across brand, design, and web while bringing clarity and consistency to work still taking shape.

- Translated rough, time-sensitive ideas into clear creative direction and usable output.
- Executed hands-on design and web work under tight timelines without sacrificing quality.
- Established visual standards across customer-facing and internal materials.
- Brought structure and intention to an environment with frequently shifting priorities.
- Improved website structure and information flow to create a clearer, more intuitive user experience.

SKILLS SNAPSHOT/CORE COMPETENCIES

Brand/Creative:

Creative Direction, Brand Building, Print Design, Web Design, Graphic Design, Logo Design, Photography and Post-Production, Video Editing and Animation, Design Systems, Typesetting

Marketing/Analytics:

Conversion Rate Optimization (CRO), Creative Strategy, Event Branding, Webinars, Strategic Creative Development, Brand Alignment, Templating, Personas, StoryBrand Framework, Digital Asset Management

Web/User Experience:

Development and Design, Web Development, Front-end Coding, Usability Testing, Search Engine Optimization (SEO), User Interface, CRM

Team Leadership/Project Management:

Creative Process and Workflows, Mentoring and Professional Development, Agile Methodologies and tools

(Experience continued)

EXPERIENCE (primary)



Isos Technology

Creative Director, Head of Brand Management and User Experience

13 years | Atlassian-focused consultancy | Brand, UX, and Creative Leadership

Feb 2012 - Jan 2025

Evolved original position to own brand, visual identity, and user experience for a growing Atlassian-focused consulting company, supporting the company's evolution from a small dev shop into a national enterprise and government consulting organization.

Scope & Responsibilities

- Led brand, design, and user experience across marketing, platforms, events, internal communications, and office environments.
- Defined and maintained visual standards as the company scaled across services, teams, and client projects.
- Managed and mentored a multitalented creative team while remaining hands-on in high-impact initiatives.
- Directed artwork and assisted in messaging and storytelling for campaigns, tradeshows, webinars, video, and large events.
- Owned website UX and structure, improving clarity, usability, and conversions across marketing, demand gen, and lead gen initiatives.
- Served as a brand and experience partner across leadership, marketing, sales, consulting, peopleops, and clients.

Operational & Process Leadership

- Worked within Atlassian products and Agile frameworks, developing a skillset in project delivery, workflows, and scalable processes.
- Collaborated with delivery and leadership teams to align brand, user experience, and communication.
- Helped shape internal systems, documentation, and communication that instilled consistency, efficiency, adoption, and culture.
- Applied continuous delivery principles to creative work, balancing structure with flexibility in client-driven projects and internal production.

Culture & Alignment

- Actively fostered an inclusive, welcoming culture by building relationships across teams and serving as a trusted, approachable presence for new and existing employees.
- Partnered closely with PeopleOps to support onboarding and internal initiatives that helped new hires feel connected and supported from day one.

Selected Outcomes

for Isos Technology

- **150% increase in website conversions** within one month
- Brand scaled from **12-person consultancy to enterprise presence**
- Enterprise ROI calculator enabling complex sales conversations
- Internal systems clarifying work across teams and supporting user adoption
- Office environments reinforcing brand and culture at scale

"When the company consisted of 12 people, Tad made it appear as though we had 100+ employees."

— Thad West, Cofounder & CEO

Ask about creative solutions for top clients such as Roku, TopGolf, Linux Foundation, O'Reilly Auto, and CBS.

(Experience continued)

EXPERIENCE (continued)



Limelight Networks

Interactive Production Artist and Technical Marketing Manager

Sep 2006 - Jan 2012

Worked across design and web on high-visibility marketing initiatives for a global technology company during a period of rapid growth, operating with a high degree of autonomy and trust. Supported marketing, sales, and executive teams through hands-on execution and cross-functional coordination.

- Led design and web execution for large-scale marketing initiatives, campaigns, and events.
- Served as the primary creative point of contact on complex, high-visibility projects.
- Owned design and web responsibilities for the Marketing department across multiple years.
- Coordinated with internal teams and third-party partners to deliver projects on schedule.
- Supported technical marketing efforts with clear, usable creative output.
- Supported branding and creative efforts around major company milestones, including IPO-related materials and industry presence.



Obu Web Technologies

Web Designer

Oct 2005 - Sep 2006

Worked in a small agency environment designing and building client websites, with direct responsibility for visual design, front-end implementation, and launch.

- Designed and built client websites from concept through launch.
- Handled visual design, layout, and front-end coding.
- Worked directly with client and internal stakeholders to turn requirements into usable solutions.
- Built a strong foundation in CSS, usability, and practical problem-solving within a fast-paced agency setting.

EDUCATION



Collins College

Bachelor of Arts in Visual Communications

With Emphasis on Web Design and Graphic Arts

1998 - 2001

RECENT CERTIFICATIONS



AI Certification,
Writing.io

Issued Apr 2025



ChatGPT Certification,
Writing.io

Issued Apr 2025



Brand Management: Aligning Business,
Brand and Behaviour, UoL

Issued May 2025

TOOLS & PLATFORMS

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere, After Effects), Figma, WordPress, Webflow, Framer, Shopify, HubSpot CMS/CRM, ActiveCampaign, Unbounce, HTML/CSS/JavaScript, Atlassian products (Jira, Jira Service Management, Confluence, Trello), Monday.com, Canva, Glyphs, Google Workspace